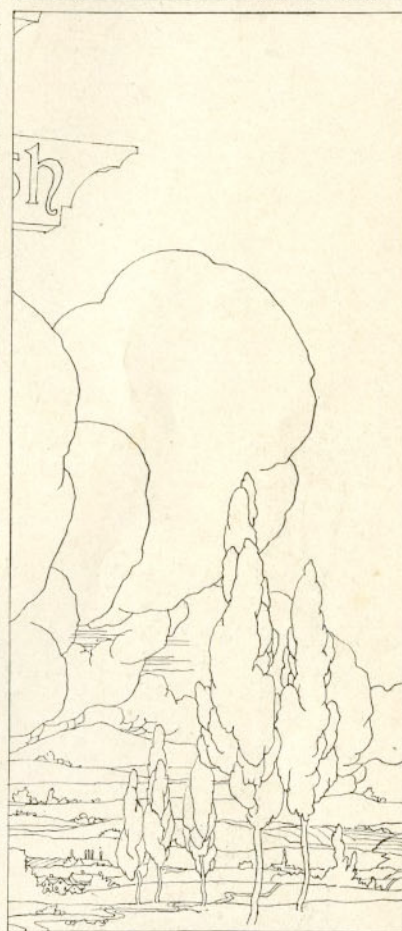




PRESS and SERVICE BOOK
PAULINE FREDERICK
Roads of Destiny



Rose Merritt's Map of Destiny.

PAULINE FREDERICK in Roads of Destiny

Based upon O. Henry's Famous Story.



Pauline Frederick

DISPLAY FOR LOBBY
OR FRONT OF HOUSE

Here is a display stunt that will make an especial appeal to women, many of whom are conscious or unconscious fatalists.

Have your artist draw a rough outline map of North America on heavy cardboard about four by six feet. From a central point, as indicated in illustration, draw heavy double line in red or some other bright color, to represent the 'Road of Destiny' stretching North, the South and West where the three episodes of the picture are located.

At the end of each road, paste a silhouette cut from stills obtainable at the Goldwyn exchange. Use the stills illustrated.

Follow the lettering shown on the illustration, and paste a large portrait of the star at the bottom. At the bottom, if you see fit, letter the following in large block letters: "Nothing that within you lies can change the plan of which you are a tiny part. Choose any road; go east, go west, or north or south and meet the thing from which you ran away!"

PAULINE FREDERICK

in "ROADS OF DESTINY"

Star

Pauline Frederick needs no introduction to the American public—lovers of the spoken drama and screen alike have come under her spell. Exhibitors who Goldwyn pictures know what a box-office magnet she always has been.

Cast

The supporting cast contains names that are a drawing card in themselves to all picture-goers—Richard Tucker, John Bowers, Grace Darmond, Maude George, Hardee Kirkland, Willard Lewis and M. B. Flynn.

Author

The emotion-compelling story is from the play by Channing Pollock founded on one of O. Henry's most famous tales. In its stage version, it repeated the great success of the short story. O. Henry's name stands for all that is human and wise, brilliant and humorous, in American literature, while Channing Pollock is known as one of the most successful writers of the American spoken drama. "Such a Little Queen" was his earliest eminent success, "The Sign on the Door" his latest. Frank Lloyd, well known to exhibitors, directed the picture-ization of the story.

All Roads Lead to Fate

In the screen version of the play, Rose Merritt acted by Miss Frederick, finds she cannot escape the fate that was woven into her life no matter where she goes nor what she does. The three episodes in which the star plays entirely different roles give ample opportunity for that diversity and picturesqueness of scenery and characterization which gives the screen play its firm hold on the public. The austere beauty of the Alaskan scenes and the formal splendor of the Long Island scenes give opportunities for contrasting pictorial harmonies that enchant the eye and at the same time enhance the emotional effect of Rose Merritt's engrossing story.

Sketch of Plot

David Marsh, a young inventor, is in love with Ann Hardy, who in turn is loved by David's brother, Lewis. Lewis Marsh has betrayed Rose Merritt (Pauline Frederick) and cast her off. When he sees the success of his brother's wooing of Ann Hardy, he reproaches him and threatens to end his life. David, overcome by the sudden flood of sinister events, sinks in an armchair and,

worn out, falls asleep. In his troubled dreams, the figure of Fate appears to him at a cross-roads. She tells him it is his destiny to win happiness only over the dead body of one who loves him. Following her instructions he takes the road to the North.

The picture is really a tremendously graphic and dramatic presentation of three complete stories, each subtly interwoven. In the North, David Marsh takes a central part in a powerful Alaskan drama which follows the course of the iron law Fate has willed him. Pauline Frederick plays the part of a roulette dealer in a gambling joint. In the east David is the young inventor for whom a beautiful society favorite, played by Miss Frederick, sacrifices herself. The picture swings back to reality and culminates in a climax that is typically O. Henry in its electrical consequences. The story is surcharged with emotion. The suspense is cleverly sustained, and the peculiar fantasy of dream events colors the whole, with a mystifying effect that is decidedly novel. It is a story with a universal appeal, brilliantly acted and superbly directed.

Director

Frank Lloyd had an extremely difficult task in "Roads of Destiny," and the results he has achieved are a splendid tribute to his mastery of an exacting profession. To present three clean-cut and complete plots, each of which is linked to the other, and to present them so as to give the impression of one gigantic episode in the lives of two men and two women, is a work which would well give pause to the most skillful directors. You will agree that Mr. Lloyd has done the business with intelligence and insight, and that the picture as a finished product well repays him.

Play Up—

The typically engrossing O. Henry plot. The startling climax. The gripping characterization. The marvelous acting of the star and supporting cast. The emotional force of the story. The fascinating twists and turns of the action.

The question of destiny—can a man overcome his fate, or is the Unwritten Word unescapable? The powerful appeal to women. The moving story of counter-loves, developed with a really inspired insight into the human heart.



Samuel Goldwyn
presents

PAULINE FREDERICK

in A.H. Woods' Notable Success

Roads of Destiny

Written by Channing Pollock

Suggested by O. Henry's Short Story of the same name

Directed by
Frank Lloyd



A Mighty Picture

Pauline Frederick rises to new heights of emotional power in a picture that is surcharged with dynamic drama.

Its tremendous strength will lift you out of yourself. Its beautiful message will leave you glowing. Don't miss one of the really big pictures of the year.



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Exploitation Hints

Play up your exploitation big; it will pay you. You have a production, star, author and theme which should yield you big results if you go after them with vigor.

MORE WOMEN ARE FATALISTS THAN MEN. Take advantage of that fact; interest the women in the picture. Your newspapers may be glad to help you, home circulation depends on the women. Newspaper stunt that will GET THE WOMEN. With one of your newspapers for a DESTINY ST, giving prizes in seats to "ROADS OF DESTINY".

The following copy word for word unless you can something better:—

DESTINY CONTEST!

WHAT WAS THE GREATEST BLOW EVER DEALT YOU BY DESTINY?

Has it met you again at every turn as it did Rose Merritt in "ROADS OF DESTINY" or have you escaped it? Do you dread its return or do you feel that you are Master of Your Fate can compel it to your bidding if the same question ever confronts you again?

_____ (name of paper) in connection with the _____ Theatre where

PAULINE FREDERICK ..

will appear on _____ (date) in a picture of Channing Pollock's adaptation of O. Henry's great story

"ROADS OF DESTINY"

will give prizes for the best answers to the above questions. Answers must be limited to 200 words.

First prize.....6 seats

Second prize.....4 seats

Third prize.....2 seats

The contest closes _____ (date).

The judges are _____, _____ and _____.

Suggestions for Tie-Ups

O. Henry's books are still such good sellers that your local book dealers will undoubtedly be glad to make a display of his volume, "Roads of Destiny," together with lithos of Pauline Frederick in the motion picture, the name of your theatre and the date of showing.

Dealers in playing cards could be persuaded to display rough drawing of an enormous hand holding five aces with the words: "THE HAND OF FATE" above the drawing and below it: "Holds Cards Stacked Against You. See 'ROADS OF DESTINY' at the _____ theatre."

Try to get the liveliest life insurance agent in your town to run the following in his newspaper advertising while the film is being shown, or to enclose in his correspondence a small leaflet containing it:

YOU CAN'T ESCAPE YOUR FATE

It will spring out upon you at the appointed time as "ROADS OF DESTINY" now showing at the theatre emphasizes and you will be no more.

We can't save YOU from your destiny but we can save your CHILDREN from want and misery. **INSURE NOW.** Let the roads of your destiny lead from the theatre to our office.

SNIPES

YOU CAN'T ESCAPE!

Along the
ROADS OF DESTINY
rushes the end Fate has
in store for you

REWARD!

One hour of entertainment is
yours upon presentation of a
ticket to

ROADS OF DESTINY
At the Theatre

STOP!

Have you followed the
ROADS OF DESTINY
to the
..... Theatre?

NO THOROFARE

All Vehicles Are Forbidden
Alone and afoot you must
travel the
ROADS OF DESTINY

HERALDS

**What Has Fate in Store For
You?**

Success and Happiness?
Failure? See

PAULINE FREDERICK
in
ROADS OF DESTINY
A Motion Picture Based on
O. Henry's Famous Story
At the Theatre

Do you believe Destiny will
again give you the biggest
wallop you ever had
from her

See
PAULINE FREDERICK
in
ROADS OF DESTINY
A Thunderclap of Emotion
At the Theatre

Letter to Your Mailing List

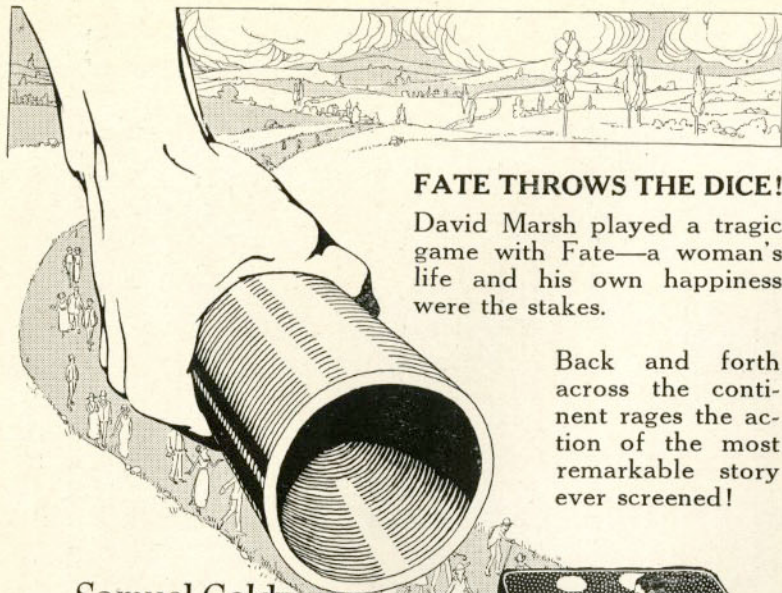
Dear Sir or Madam:

Do you realize that you are caught in a net, flung out for you by Destiny, and that no matter what you do, or where you turn, there is no way of escape? You are rolled about like a cork in a storm at sea—just as helpless to save yourself.

That statement is made on the authority of O. Henry, one of the wisest, humanest, oddest of American writers, and forms the theme of his famous story, "Roads of Destiny." Channing Pollock, who made a stage adaptation of the story which has now been screened, maintains the same theory.

You may dispute O. Henry, refusing to believe that you are a puppet with no power to shape your life, or you may entirely agree with him. In either case you will be interested, entertained and enthralled by the screen version of "Roads of Destiny" which comes to the theatre on It will arouse your emotions and keep you on the edge of your seats through its four episodes in each of which the star Pauline Frederick, is seen in a different role, in a different part of the world—yet in each case being the same character.

Sincerely yours,



FATE THROWS THE DICE!

David Marsh played a tragic game with Fate—a woman's life and his own happiness were the stakes.

Back and forth across the continent rages the action of the most remarkable story ever screened!

Samuel Goldwyn
presents

PAULINE FREDERICK *In A-H-Woods Notable Success* "Roads of Destiny"

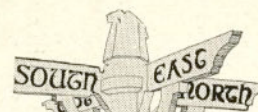
Written by Channing Pollock

Suggested by O. Henry's Short Story of the same name

Directed by Frank Lloyd



A-3-2 Col.



"Choose any road; go east go west, or north or south and meet the thing from which you ran away."



Samuel Goldwyn
presents

PAULINE FREDERICK *In A-H-Woods Notable Success* "Roads of Destiny"

Written by Channing Pollock

Suggested by O. Henry's Short Story of the same name

Directed by Frank Lloyd

A soul-stirring drama of the tragic forces of Fate—with a great star and a great cast

A-4-1 Col.



Fate decreed that David Marsh must win happiness only over the body of one who loved him.

Was he strong enough to overcome his destiny?



Samuel Goldwyn
presents

PAULINE FREDERICK *In A-H-Woods Notable Success* "Roads of Destiny"

Written by Channing Pollock

Suggested by O. Henry's Short Story of the same name

Directed by Frank Lloyd

A-5-1 Col.

Lobby—Program—Catchlines

The paper prepared for "Roads of Destiny" reflects the tremendous scope and powerful drama of the production. It is a picture that will readily repay a little extra expenditure, and we advise you to cover your lobby with the posters, serving the double purpose of decoration and advertisement.

A Striking Lobby Stunt

Here is a stunt that captures the remarkable national popularity of the picture. If you use this stunt, get in touch with local stores, selling this novelty and arrange for special window tie-ups.

The illustration on this page furnishes a guide which should be followed faithfully. A piece of compo board of the size of your lobby will accommodate should be used. A circular indicator should be fastened on a pivot so it can be manipulated from behind. The indicator can be covered with glass or left blank.

An alert exhibitor will find ample opportunities for this display a local application. It is the first time a compo board has been used for motion picture exhibition to our knowledge, and it should create considerable interest.

Signs

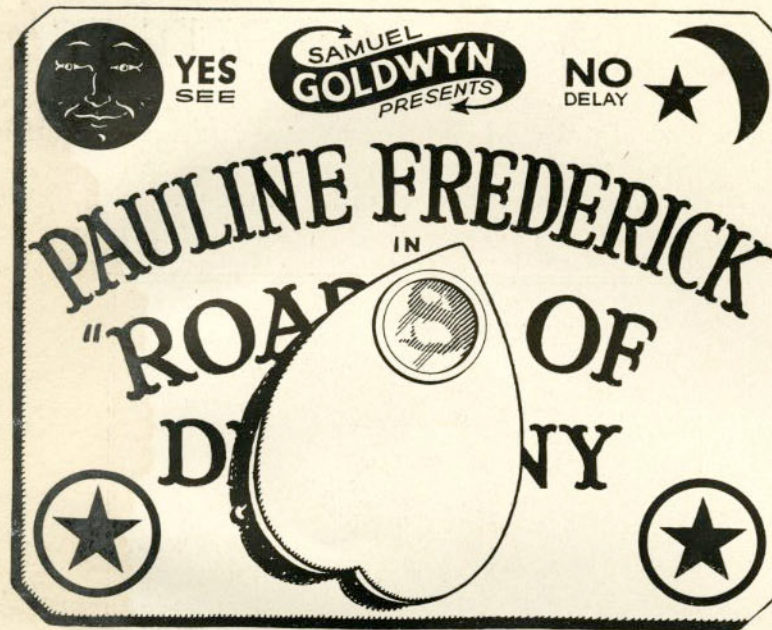
If you are not hampered by local ordinances, use street lamp-posts, billboards, barrels and other vantage points on street adjoining your theatre for small sheets, bearing this copy:

"ROADS OF DESTINY" Follow the arrow to the Theatre." A large black arrow should point to the direction of your house. A variation of this idea would be to have a stencil made of an arrow and "Roads of Destiny," and the same painted on sidewalks in the vicinity of the theatre.

For Your Program

Do you believe what you do makes any difference either in your life or in your final fate? Rose Merritt, in "Roads of Destiny," coming to this theatre next week, found that no matter what she did or where she went the same fate was in store for her. The photoplay was made from Channing Pollock's dramatization of O. Henry's famous story of the same name. It is a Goldwyn picture with Pauline Frederick in the principal role.

The tingle and feel of life which O. Henry managed to impart to all of his stories have been caught with unusual vividness by the camera in the photoplay made by Goldwyn from Channing Pollock's successful drama, "Roads of Destiny," based upon O. Henry's famous story of the same title. It has the pulse and rhythm



A Unique Lobby Display

of old Greek tragedy, but despite the unescapable fate which met Rose Merritt at every turn, there breathes a spirit of humanity which lifts the spectator to a mood of quiet satisfaction at the solution which her fate brings about. As the hapless Rose, Pauline Frederick has one of her best screen roles and one which gives scope for varied and resourceful action.

Can a woman escape the fate which Destiny has in store for her? Rose Merritt in the photoplay based upon Channing Pollock's ad-

aptation of O. Henry's great story, "Roads of Destiny," coming to this theatre next week was unable to fight her way out. Could you have escaped?

"Nothing that within you lies can change the plan of which you are a tiny part. Choose any road; go east, go west, or north or south and meet the thing from which you ran away." That is the substance of "Roads of Destiny," one of O. Henry's masterpieces of short fiction, a screen adaptation of which will come to this theatre on Rose Merritt, played by Pauline Frederick, finds death and disillusion wherever she turns. The genius of O. Henry found a means to show that no matter what she did or where she went, Rose Merritt could not escape the fell clutch of Destiny. In the four episodes of the film she is four different persons—though but one and the same essentially—a croupier at a roulette wheel in an Alaskan gambling den; a courted society favorite on fashionable Long Island, and her own self, a girl who has been betrayed and deserted by her lover. In each incarnation Destiny metes out to her the same fate, but her tragic doom clears for others the pathway to happiness and the picture ends on a note of satisfaction and calm after the three thunder-claps of emotion.

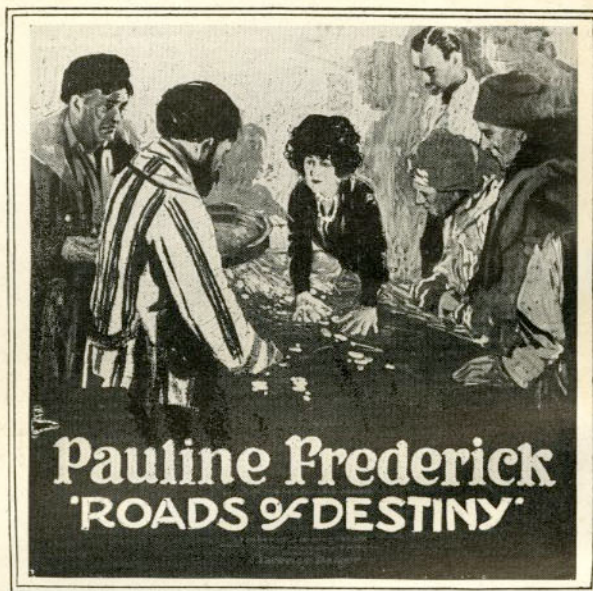
CATCHLINES

- A Powerful Story of a Woman Who Could Not Escape Her Destiny.
- A Cloudburst of Emotion with a Bit of Blue Sky Showing Through at the End.
- The Heart Story of a Woman Against Whom Fate Had Stacked the Cards.
- Can a Woman Escape the Fate that Lies Within her Own Character?
- An Emotional Flare-up in Four Gripping Episodes.
- Had a Woman as Many Lives as a Cat, They Would All Come to the Self-Same End.
- Woman's Love—Man's Perfidy—Fates Unalterable Decree.
- Tingles with Life—Pulsates with Emotion—Thrills with the Doom of Destiny.

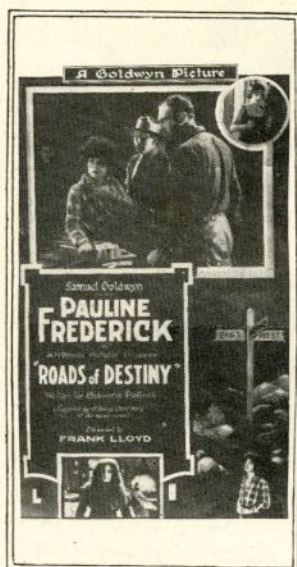
TELL THEM ABOUT IT

The public takes you at your own valuation. If you have a picture that looks like a winner,, don't keep it under cover. "Roads of Destiny" has all the earmarks

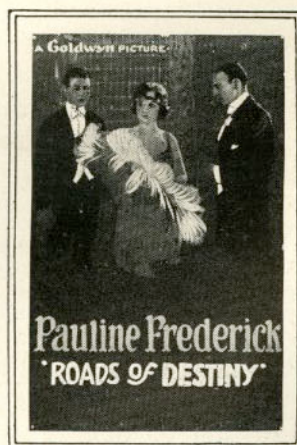
of a sensational success. Tell your public about it through your most reliable mouthpiece—the billboards. Get your order in today.



Lithograph Six Sheet



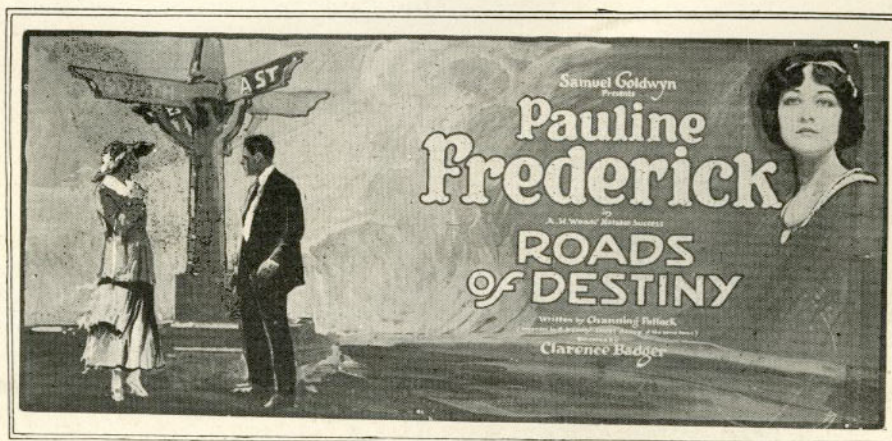
Litho Three Sheet



Litho One Sheet



Roto One Sheet



Lithograph Twenty-four Sheet